

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Amazon - Sign Variation
Project Address: 1455 W. Shure Drive
Prepared By: Steve Hautzinger

PETITION INFORMATION:

DC Number: 20-033
Petitioner Name: Robert Green
Petitioner Address: Bowen + Associates, Inc.
2019 Center Street, Suite 500
Cleveland, OH 44113
Meeting Date: May 26, 2020

Date Prepared: May 14, 2020

Requested Action(s):

Wall Signs:

1. A variation from Chapter 30, section 30-402.a, to allow a 78.65 sf wall sign on the west wall of the building facing the parking area, where it is not allowed.
2. A variation from Chapter 30, section 30-402.a, to allow a 35.26 sf wall sign on the west wall of the building facing the parking area, where it is not allowed.
3. A variation from Chapter 30, section 30-402.a, to allow a 11.95 sf wall sign on the south wall of the building facing the parking area, where it is not allowed.

Directional Ground Signs:

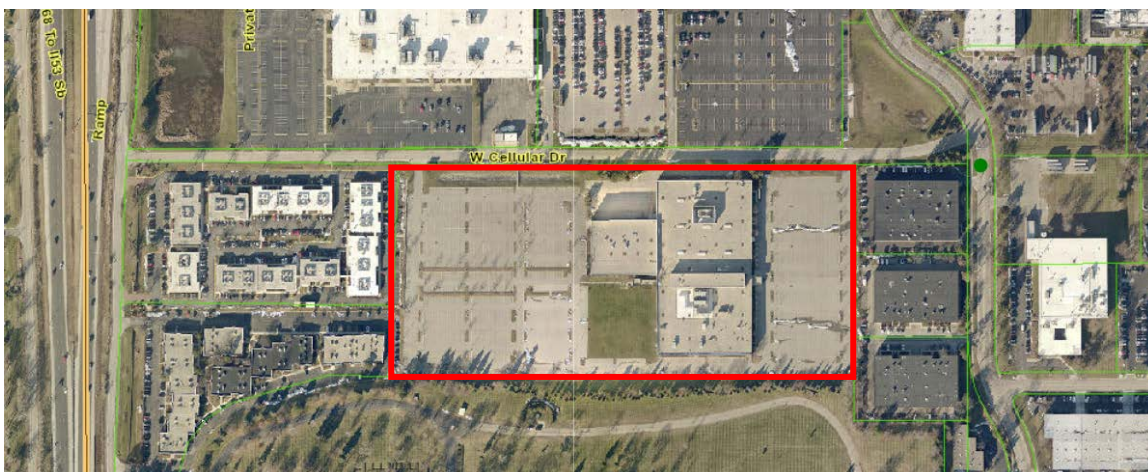
4. A variation from Chapter 30, section 30-302.b, to allow three 30 sf, 6 foot tall directional ground signs facing Cellular Drive, where 6 sf and 3 feet tall is the maximum allowed.
5. A variation from Chapter 30, section 30-302.b, to allow two 9 sf, 6 foot tall directional ground signs internal to the parking area, where 6 sf and 3 feet tall is the maximum allowed.

ANALYSIS:

Summary

The subject design is being forwarded to the Design Commission for review pursuant to Chapter 6 of the Municipal Code, specifically Section 6-501 (e)(1), which states that the Design Commission "shall review all Plan Commission, Zoning Board of Appeals, Building Permit and Sign Permit applications for new construction and those improvements which affect the architectural design of the building, site improvements or signage to determine whether it meets with the standards, requirements and purposes of the Design Guidelines and Chapter 30, Sign Regulations."

Amazon is renovating an existing building and site in the M-1 Zoning District (Research, Development, and Light Manufacturing District). The new facility will function as a package delivery distribution center, which will include an "Amazon Hub" customer service, package pick up and drop off for the general public. Vehicular traffic on the site includes customers, office employees, delivery vans, and tractor-trailer trucks. There are three driveways into the site from Cellular Drive, and multiple building entrances. In order to guide the various types of vehicles to the appropriate driveway and building entrance, the petitioner is requesting larger directional ground signs and additional wall signs.



Aerial of Property

Surrounding Land Uses:

<i>Direction</i>	<i>Existing Zoning</i>	<i>Existing Use</i>
Subject Property	M-1, Research, Development, and Light Manufacturing District	Amazon Delivery and Hub
North	M-1, Research, Development, and Light Manufacturing District	Offices
South	M-1, Research, Development, and Light Manufacturing District	Randhill Park Cemetery
East	M-1, Research, Development, and Light Manufacturing District	Office/Warehouse
West	M-1, Research, Development, and Light Manufacturing District	Offices

Wall Signs:

Per Chapter 30 Sign Code, one wall sign is allowed per street frontage. A code-compliant 138.5 sf “amazon delivery” illuminated wall sign is proposed to be located on the west wall of the building towards Cellular Drive. An “amazon hub” illuminated wall sign is proposed to be located at the southwest corner of the building to help guide customers to the customer entry. A third illuminated wall sign will be located below the “amazon hub” sign reading “customer service, package pick-up & return” to indicate the services located at the “amazon hub”. A fourth and final small “associate entry” illuminated wall sign will be located on the south wall of the building to indicate the employee entrance.

Table 1: Proposed Wall Signs

SIGN	ELEVATION / FRONTAGE One wall sign allowed per street frontage.	APPROX. SIGNABLE AREA	25% ALLOWED BY CODE (UP TO 150 SF MAXIMUM)	PROPOSED SIZE	REMARKS
“amazon delivery”	West / Cellular Drive	1,261 sf	315 (150 sf max)	138.5 sf	Complies with code.
“amazon hub”	West / parking lot (no frontage)	234 sf	0 sf	78.65 sf	Variation required.
“customer service package pick-up & return”	West / parking lot (no frontage)	55 sf	0 sf	35.26 sf	Variation required.
“associate entry”	South / parking lot (no frontage)	11 sf	0 sf	11.95 sf	Variation required.
TOTAL		1,561 sf	315 sf	264.36 sf	

Directional Ground Signs:

Per Chapter 30 Sign Code, one directional ground sign is allowed at each driveway, but they are limited to 3 feet in height and 6 sf in size. The petitioner is proposing to install one directional ground sign at each of the three driveways along Cellular Drive, but they are seeking variations to allow the signs to be larger and taller for improved visibility. Additionally, the petitioner is requesting variations for two additional directional signs internal to the parking area for additional guidance to vehicles.

An existing, code-compliant monument sign facing Cellular Drive will also be refaced and reused as the primary ground sign for the site.

Table 2: Proposed Directional Ground Signs

DIRECTIONAL GROUND SIGN	LOCATION	HEIGHT (3 FEET MAX. PER CODE)	SIZE (6 SF MAX. PER CODE)	REMARKS
Driveway Directional Sign 1	Cellular Drive, west driveway	6 feet	30 sf	Variation required for height and size.
Driveway Directional Sign 2	Cellular Drive, center driveway	6 feet	30 sf	Variation required for height and size.
Driveway Directional Sign 3	Cellular Drive, east driveway	6 feet	30 sf	Variation required for height and size.
Internal Directional Sign 1	Internal Parking Lot, west side	6 feet	9 sf	Variation required for height and size.
Internal Directional Sign 2	Internal Parking Lot, east side	6 feet	9 sf	Variation required for height and size.

Sign Variation Criteria:

The Village Sign Code, Chapter 30, Section 30-901 sets out the criteria for granting a sign variation.

- a. *That the particular difficulty or peculiar hardship is not self-created by the Petitioner.*
- b. *That the granting of said variation will not create a traffic hazard, a depreciation of nearby property values or otherwise be detrimental to the public health, safety, morals and welfare;*
- c. *That the variation will serve to relieve the Petitioner from a difficulty attributable to the location, topography, circumstances on nearby properties or other peculiar hardship, and will not merely serve to provide the Petitioner with a competitive advantage over similar businesses;*
- d. *That the variation will not alter the essential character of the locality;*
- e. *That the Petitioner's business cannot reasonably function under the standards of this chapter.*

The petitioner has submitted a letter addressing the hardship criteria, stating that the proposed signage is necessary to guide and organize the different types of vehicular traffic coming to this site, and that the proposed signage is based on Amazon's Worldwide design standards.

Staff does not object to the proposed variations, and agrees that the requested signage is necessary and justified for wayfinding due to the unique operations and site design of this facility. The signs will help alleviate traffic hazards, and they are an appropriate scale based on the size of the building and site.

RECOMMENDATION

It is recommended that the Design Commission recommend **approval** to the Village Board of the following sign variations for *Amazon* at 1455 W. Shure Drive:

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This recommendation is subject to compliance with the plans dated 5/1/20 and received 5/8/20, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits, and the following conditions:

1. A recommendation to change the support posts for the 9 sf internal directional signs from painted channel posts to a nicer finished post, similar to the larger directional signs.
2. This review deals with architectural design only and should not be construed to be an approval of, or to have any other impact on, any other zoning and/or land use issues or decisions that stem from zoning, building, signage or any other reviews. In addition to the normal technical review, permit drawings will be reviewed for consistency with the Design Commission and any other Commission or Board approval conditions. It is the architect/homeowner/builder's responsibility to comply with the Design Commission approval and ensure that building permit plans comply with all zoning code, building permit and signage requirements.

May 14, 2020

Steve Hautzinger AIA, Design Planner
Department of Planning & Community Development

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 20-033